Native Advertising

Strategic communication without native advertising is like marketing without mix: it’s not holistic

80% of German users perceive native advertising as a positive form of advertising.

The basics:

- With native advertising, you can embed your content in your target audience’s natural reading behavior.
- This results in a 2.5x higher brand awareness.
- Native advertising is considered less intrusive and more credible than traditional advertising.

Thanks to the defined ad campaigns positioned within the natural format of your target audience, your message and ad quality remain on point.

Increase your:

- Performance
  - Native advertising benefits for photo customers: up to 40% higher CTRs
  - Native advertising benefits for video customers: up to +15,000 new leads

- Brand Awareness
  - Greater brand awareness through positive brand perception and relevant content

What else is there to know?

- Increase your:
  - Native advertising benefits for plista customers:
    - Up to 40% higher CTRs
    - Up to +15,000 new leads

- Greater brand awareness through positive brand perception and relevant content

When:

- The concept of native advertising has existed for around a century, where advertising texts have been integrated into the editorial environment of printed media.
- Since only around a decade ago, online marketers started applying this concept and are now proactively taking advantage of new opportunities. In addition to texts, videos and links to landing pages can also reach users.

Why:

- Native advertising conveys advertising content in a non-advertising manner, yielding a high acceptance rate from users.
- Users are shown informative content that simultaneously carries an advertising message.

How:

1. Full autonomy?
   - Use tools such as plista’s Self Service platform to design your campaigns.
   - The clue: rely on the experience of the campaign managers if you need any assistance.

2. Are you looking for comprehensive consulting from the very beginning?
   - With the right experts, you can set up your campaigns and find success with native ads.

What:

- Native ads blend seamlessly into the editorial environment, conveying a sense of familiarity to users.
- An unobtrusive format, native ads allow users to voluntarily click on the ad.

Where:

- Your message, available anytime and anywhere: with native ads, you’ll reach your target audiences 24/7, whether it is via mobile or desktop devices.

Performance

<table>
<thead>
<tr>
<th>Native Advertising Benefits for Photo Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 40% higher CTRs</td>
</tr>
</tbody>
</table>

Brand Awareness

<table>
<thead>
<tr>
<th>Greater Brand Awareness Through</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive Brand Perception</td>
</tr>
<tr>
<td>Relevant Content</td>
</tr>
</tbody>
</table>

What do native ads look like?

- Native Ad
- In-Article Video

You’ll benefit from...

- greater awareness
- increased engagement
- higher brand safety standards
- innovative ad technology
- optimized campaign managers
- more reach
- improved win rates in premium publishers
- a native advertising home base

Generate more online traffic through native advertising now!

www.plista.com

What you should bring to the table...

- ad targeting
- insights into your target audience
- improving content and ad variation

We make digital advertising easy and accessible